

In just one day, learn to communicate with power, presence, and persuasiveness!

Professional Communication: What Message Are You Sending?



**Eliminate embarrassing written, verbal,
and nonverbal mistakes that destroy your
reputation and damage your credibility**

Learn to communicate effectively, get your point across
clearly, and get more of what you want, more often!

- * Ramp up your skills as an active, involved listener
- * Project confidence and credibility when speaking in front of groups
- * Present your ideas clearly, persuasively, and powerfully
- * Use body language to better effect — and learn to interpret others' nonverbal cues as well
- * Create written correspondence that grabs attention and gets results fast
- * Banish your personal roadblocks to effective communication
- * Accept criticism graciously, without taking it as a personal attack — and grow from it!
- * And much, much more! See inside for details!

ENROLL TODAY!



Call

1-800-556-2998



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913-967-8842



Online

www.pryor.com



Mail

**Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468**

Good communication opens doors ... and poor communication can close them.

In this workshop, we'll help you open as many doors as possible!

Communication is the single most important key to success in the workplace. If you can't communicate with confidence and credibility, you may get passed over for promotions, have a difficult time relating to coworkers and colleagues, and bear the brunt of misunderstandings and mistakes.

Have you ever marveled at how certain people always seem to put others at ease, are able to captivate listeners as soon as they begin speaking, and take command of a room as soon as they enter? If you secretly wished you had even *half* of their abilities, you're not alone!

Anyone can learn to communicate more effectively ... all it takes is practice, self-awareness, and someone to lead the way! If you would like to hone your written skills, enhance your workplace relationships, speak more confidently in public, and boost your reputation as a trusted, respected professional, don't miss this golden opportunity! We've created this program by combining the latest adult learning techniques, real-world examples, and fascinating role play exercises — all geared toward creating an exciting, positive day of enlightenment and fast-paced learning!



Is this workshop right for you?

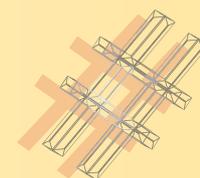
Absolutely — if you are interested in gaining newfound respect from colleagues ... projecting a more confident, capable, and professional image ... and taking the next step forward in your career! This powerful program will help you identify and build on your communication strengths, while addressing those personal areas in which you may need more guidance.

**Communication is a skill that can be learned, just like any other.
Are you ready to roll up your sleeves and get to work?**

Step by step, we'll take you through the process of improving your communication skills. We'll reveal the strategies and secrets that other successful professionals are already using to get results and achieve great things.

You'll discover how easy it is to elicit cooperation and buy-in (without coercion or other strong-arm tactics). You'll learn to speak with style, power, and assertiveness during meetings, presentations, or while addressing large groups. You'll stay calm, cool, and in control when others get confrontational or demanding ... and learn to select the appropriate words, tone, and communication style for any business situation.

We've packed this program with so many exceptional tips, tools, and techniques, you'll be absolutely amazed at how quickly you'll go from communication amateur to communication expert!

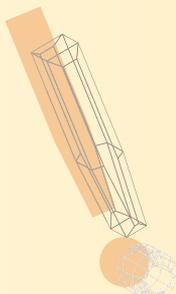


Have you ever ...

- ❑ Left a heated conversation in frustration, and later wished you'd handled it differently?
- ❑ Dreaded a meeting where you were expected to present your findings or ideas before a group?
- ❑ Had trouble communicating directions to others, resulting in mistakes or missed deadlines?
- ❑ Tried to negotiate for what you wanted, but gave up before getting it?
- ❑ Wanted to come across as more professional, but weren't sure where to begin?
- ❑ Wished your colleagues would take your ideas more seriously?
- ❑ Sent a work-related e-mail to a coworker that included acronyms, words shortened to single letters or otherwise abbreviated, emoticons, words in all caps, or colored text?
- ❑ Wondered how to boost your credibility within your organization?

If these challenges sound familiar, attend this training and develop the positive communication habits that will serve you professionally (and personally!) for the rest of your life.

You'll learn how to get more of what you want through tactful negotiation and relationship building. You'll discover ways to project the image of a confident, powerful professional through your speech, writing, and actions.



*Don't wait to enroll! Call today to lock in your spot.
You'll be doing yourself — and your career —
an enormous favor!*

Our 100% guarantee means you've got nothing to lose!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident that this seminar will provide you the skills you need to improve all aspects of your business communication. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free!*

Workshop Content

Don't Say a Word: *Listening is the Number One Skill for Effective Communication!*

- * Discover how solid listening skills can expand your personal strengths and improve your professional image
- * Build rapport through listening, rather than speaking — you'll be amazed at how others open up to you!
- * Understand why it's so hard to hear what others are saying, and overcome barriers to effective listening
- * Learn to use attentive silence as a tool to get a speaker to think and rephrase
- * Utilize questioning techniques you can practice to get to the root of thorny issues
- * Master easy methods for picking up on body language and other nonverbal cues

Establish Credibility While Maintaining Mutual Respect

- * Identify your personal roadblocks to more effective communication — and learn how to eliminate them!
- * Ensure your nonverbal cues match your spoken words (We'll share the surprising truth about how others interpret body language!)
- * Use eye contact, gestures, posture, movement, and more to project confidence and authority through body language alone
- * Put our proven persuasive techniques to work and get others to buy in to what you're saying
- * Learn how to give — and receive — feedback without becoming defensive
- * Uncover the secrets to standing your ground without projecting aggressiveness

Enhance Your Personal Communication Style

- * What does the timber and tone of your voice say about you? Learn to modulate your voice and add impact to your words
- * Eliminate "um," "you know," "uh," and other filler words that lessen the power of your speech
- * Stop sabotaging your communication skills without knowing it — learn what to watch out for
- * Determine how others really see you (Take a look in the mirror to see what they see!)
- * Develop a personal communication style that reflects who you are — and who you want to be

Express Yourself in Public With Power and Assertiveness

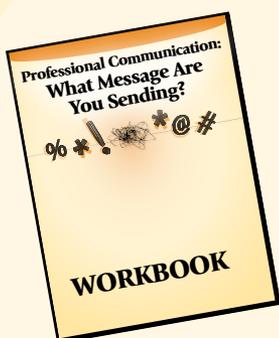
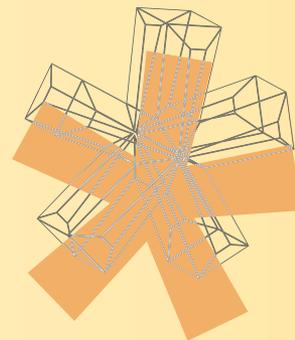
- * Tailor your presentation to your audience
- * Implement proven public speaking techniques for capturing and keeping your audience's attention
- * Select the right delivery style (tone, formality, methodology) for your audience
- * Start memorably and end with a bang — we'll show you how!
- * Incorporate tips and tricks that reduce stress and anxiety before you "take the stage"
- * Manage a Q and A session with grace and professionalism

Written Communication Guidelines — If you can read this, you're in Need of Help!

- * Avoid the five things you should *never* include in a professional e-mail
- * Remember “delete” doesn’t mean “gone” ... discover the truth about company access to your e-trash
- * Learn to maintain a professional tone in all written communication — including e-mails!
- * Write action-oriented subject lines, openings, and closing statements in your correspondence
- * Pinpoint situations in which it is appropriate to send an e-mail (and those that require a phone call or even face-to-face communication)
- * Use the written word to get others to take action and get the results you want

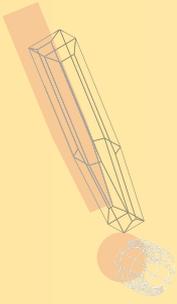
Embrace and Understand Differences for Maximum Communication

- * Learn how to look at situations from another viewpoint — and stay focused on outcomes instead of differences
- * Overcome biases and take action
- * Identify the advantages of diversity in communication — and use them to your advantage!



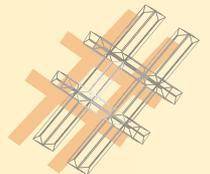
Valuable FREE workbook is yours to keep at the end of the day

As part of your tuition, you'll receive a workbook that covers everything taught in the seminar — and then some! Featuring examples, checklists, how-tos, and more, this critical resource allows you to truly focus on learning. Plus, you'll use it as a refresher and memory jogger once you're back at the office!



Ten ways you'll **immediately** improve your communication skills:

- 1** Stop butting heads! Establish respectful, cooperative, productive communication with others
- 2** Listen up — use active listening skills to enhance your communication effectiveness
- 3** Harness the subtle power of persuasion to get others to “see things your way”
- 4** Learn to present your ideas clearly, confidently, and succinctly
- 5** Create written correspondence that grabs attention (for the *right* reasons!) and gets results fast
- 6** Maintain a consistent tone of professionalism in your e-mails and other writings
- 7** Discover how to communicate assertively, while remaining respectful of others
- 8** Achieve immediate rapport with coworkers, team members, superiors, and other professionals with whom you communicate
- 9** “Disagree agreeably” by learning to *respond*, rather than *react* to what others are saying
- 10** Accept criticism graciously, and use what you’ve learned to better yourself



Don't continue to struggle with communication issues and “people” skills. We'll help you gain the knowledge and confidence you need to become the communicator you've always wanted to be — friendly, confident, assertive, and, above all, professional. Best of all, we guarantee it! If you aren't 100% satisfied with what you've learned, we'll arrange for you to attend another program or receive a refund. You've got nothing to lose!

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Credit

Fred Pryor Seminars offers Continuing Education Credits that are based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Onsite Training Solutions

Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at www.pryor.com or call us at **1-800-944-8503** today!

Professional Communication: What Message Are You Sending?



Eliminate embarrassing written, verbal, and nonverbal mistakes that destroy your reputation and damage your credibility

- * Become a more active, involved listener
- * Project confidence and credibility at all times!
- * Present your ideas clearly, persuasively, and powerfully
- * Use body language to better effect
- * Become a confident public speaker
- * Build instant rapport with others
- * And much, much more! See inside for details!

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To update your contact information, see page 7.

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<input type="checkbox"/>	YES! I'm ready to improve all aspects of my business communication, enroll me today! Group discounts available; see page 7 for details.	ID# 916106
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2	YOUR ORGANIZATION Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's. Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> Quick Confirmation Please <input type="checkbox"/> e-mail or <input type="checkbox"/> fax my confirmation to me within 48 hours.	
3	WHO WILL BE ATTENDING <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Please list additional names on a separate sheet.	
4	METHOD OF PAYMENT Important: Send your payment now. Tuition is due before the seminar. Make checks payable to Fred Pryor Seminars and return this form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN). Please check one of the following: 1. <input type="checkbox"/> Registration fee enclosed. Check # _____ Amount \$ _____ 2. <input type="checkbox"/> Our Purchase Order is attached. P.O. # _____ 3. <input type="checkbox"/> Bill my organization. Attention: _____ 4. <input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa Exp. Date: _____ Card Holder's Name: _____ Acct. #: _____ Tax-Exempt #: _____ Please attach a copy of your Tax-Exempt Certificate for payment processing.	

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REGISTRATION FORM — Professional Communication: What Message Are You Sending?